

**WEST BROADWAY URBAN VILLAGE
COMMUNITY WORKSHOP #2
NOVEMBER 4, 2007**

On November 4, 2007, the West Broadway Urban Village Specific Plan project held Community Workshop #2 outside in front of City Hall. This document lists, verbatim, the input we received from community members. Note that any odd spelling or grammar comes directly from the comments written at the workshop.

Comments From Easel Pads at Stations #1 - #6

Station 1: Vision and Goals

- ◆ “College” town feel
- ◆ Capitalize on diversity (ages, ethnicity/income levels – mix it up!)
- ◆ Local/unique (not chain/generic) shops, cafes – we can’t compete with big boxes, but we can offer what they don’t – individuality/personal connection
- ◆ Friendly to both kinds of “blue hairs” (youth and elderly)
- ◆ Don’t trigger eminent domain
- ◆ Redevelopment boundaries?
- ◆ Educating bicyclists, separating from pedestrians
- ◆ Better lighting
- ◆ Traffic signals
- ◆ Like gateway markets to Santa Cruz
- ◆ Skate park!
- ◆ Need later activities (coffee) after 9pm
- ◆ Need national store to attract locally owned stores
- ◆ Bike-friendly environment (trails and rent-a-bike system like in Paris, France throughout the city)
- ◆ Live stage theater with movie screen, restaurant fine dining (cabaret)
- ◆ Kid/family friendly
 - Parks
 - Sidewalks
 - Kid stores/museums/eats
 - Bike lanes
 - Trees
- ◆ Exercise center
- ◆ Keep housing on Palm Avenue
- ◆ Need a post office downtown
- ◆ Mixed-use housing is important!

Station 2: Land Use & Infrastructure

- ◆ Reduce impact on utility usage
- ◆ Focus on renewable resources
- ◆ Park spaces, more trees

Station 3: Urban Design & Community Character

- ◆ Encourage/create incentives for greenbuilding
- ◆ Public plaza to offset tall buildings (aesthetically)
- ◆ Neighborhood (community) parks

- ◆ Slower traffic (small town feel)
- ◆ Night-time activities (theater, local restaurants, cafes)
- ◆ Professional offices above first-floor retail
- ◆ Condo-office uses
- ◆ If parking garage is necessary, have retail at the sidewalk level.

Station 4: Residential Development

- ◆ Affordable, sustainable homes with green and especially safe places for kids to play outside
- ◆ Smaller homes that don't seem huge on the lot or next to existing Seaside homes = homes or apartment buildings that fit
- ◆ Porches!
- ◆ Hide the car
- ◆ Parks, trees, fountains
- ◆ Gathering places
- ◆ Senior residential area integrated into and not separated from urban area and park space
- ◆ Artist work spaces
- ◆ Grass, green and big trees on avenues
- ◆ Community vegetable gardens
- ◆ Little parks (integrated, not separated from urban area)
- ◆ Residential units above retail
- ◆ Workforce housing mix
- ◆ Original dwellings with varying floor plans
- ◆ Beach-style architecture that is consistent to the area
- ◆ Need grocery stores in Broadway area
- ◆ Encourage individual, more communal, intentional and intergenerational community activities

Station 5: Traffic, Circulation & Parking

- ◆ Pedestrian-oriented traffic
- ◆ Can Broadway be narrowed to two lanes?
- ◆ Add more street trees
- ◆ Median strips
- ◆ Walkability
- ◆ Add pedestrian facilities – benches, etc.
- ◆ Consider diagonal parking
- ◆ Crosswalk treatments – textures pavers
- ◆ Slow down vehicles
- ◆ Wide sidewalks with trees, pavement treatment – mosaics. Create a good quality experience
- ◆ Keep parking on Broadway
- ◆ Keep the alleys, clean them
- ◆ Regulation of delivery access – restrict night deliveries (concerns with noise, i.e. Chili's deliveries)
- ◆ Walking/biking trail connecting to Monterey Bay Coastal Trail – safety, convenience.
- ◆ Narrow Broadway (for safety)
- ◆ Too much cut-through traffic

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- ◆ No diagonal parking unless it backs in
- ◆ Off-street parking to stay (shop/work)
- ◆ Traffic calming on Broadway
- ◆ Slow traffic on Broadway
- ◆ Improve mid-block crossing on Del Monte (south of Palm) – consider in-pavement flashers
- ◆ Prevent cut-through traffic in neighborhoods
- ◆ Give businesses better visibility
- ◆ Want destinations
- ◆ Bicycles, bicycles, bicycles
- ◆ Bike lanes, bike racks
- ◆ Connection to bike path
- ◆ Handicap accessible
- ◆ Include ground-floor retail in parking structures
- ◆ Want light rail connection to SF/Bay Area

Station 6: Jobs & the Economy

- ◆ Farmer's market/international market that doubles as an event space with a mezzanine above
- ◆ Veggie/produce market (store)
- ◆ More people need to know about West Broadway
- ◆ More outreach
- ◆ Mix of houses – condos, live/work
- ◆ More affordable hotel/motel options
- ◆ Improve existing funky hotel/ motels
- ◆ Encourage businesses that stay open later in the evening - make sure family appropriate and safe
- ◆ Family restaurants and entertainment – pizza
- ◆ Give local residents jobs from new construction – project agreement

Other Comments

- ◆ Sports complex (soccer fields...)
- ◆ A minibar at the beaches
- ◆ Skate Park dude! We really need one. It's becoming popular!
- ◆ Can the post office move to the new area??
- ◆ Skate park because we need it badly...! On Canyon Del Rey

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Issue Identification and Prioritization Dot Exercise

Issue	High Priority (Red)	Middle Priority (Orange)	Low Priority (Yellow)	Total
Bicycle Lanes	9	5	1	15
Wider sidewalks	14	2	1	17
Landscaping/greenery	11	2	3	16
Public plaza or other civic use	9	3	0	12
Library or other community facility	5	3	0	8
View preservation	10	1	2	13
Parking availability	9	3	2	14
Locally-owned businesses	7	2	0	9
Local/family-serving businesses	8	3	0	11
Visitor-serving businesses	5	0	1	6
Housing	4	1	0	5
Internet cafes	2	1	1	4
Public restrooms	6	5	3	14
Gateway features	1	2	2	5
Pedestrian safety	15	1	2	18
Movie theater	14	1	2	17
Grocery store	5	2	2	9
Bus/rail transit station	5	1	2	8
Music venue	8	3	1	12
Other: live/work studios	1	1	0	2
Other: local shops	2	0	0	2
Other: post office	1	0	0	1
Other: skate park	7	1	1	9

Comments from Handouts *(as written)*

Station 1: Vision & Goals

How should the West Broadway Urban Village fit in with the rest of Seaside?

- ◆ It should be pedestrian-friendly and become a showplace for the rest of the peninsula
- ◆ It would be great to have a “downtown” – walkable with interesting places, shops/cafes/markets to walk to). I live in Seaside but mostly have to elsewhere for shopping, dining, meeting people.
- ◆ Family-friendly
- ◆ It should be keeping with the modest, working class people who are here. Let’s not become something we are not.
- ◆ It’s an important avenue
- ◆ It would help out the community greatly
- ◆ Hopefully, it will reflect Seaside’s diversity
- ◆ I think it’s a chance to encourage Seaside to improve in ways that continue to bring out the best of the ethnic variety and heritage of Seaside and do this in environmentally responsible ways
- ◆ User-friendly, keep clean

Give us your idea for a good slogan or motto for the West Broadway Urban Village.

- ◆ Similar to the Gateway to the Monterey Peninsula
- ◆ “We’re not Carmel and we like it!” “Something for Everyone” “All Together Seaside” “Real. Good.” “Real. Different.”
- ◆ A great place to come to and relax and a great environment
- ◆ Treat it like home
- ◆ Seaside village
- ◆ Seaside, where cultures blend/mix/live in harmony

How should the City and business owners promote the West Broadway Urban Village?

- ◆ Encourage mixed-use and eliminate car repair businesses within the urban village
- ◆ Unique! Not another generic chain or strip mall. Potential. We can do something new here and do it right.
- ◆ A place for families
- ◆ As a place you’d be able to live, work and play!
- ◆ Open house, sidewalk fairs
- ◆ Advertise on TV
- ◆ By catering to locals and having a friendly atmosphere
- ◆ By promoting events of interest that could take place there
- ◆ Unobstrusive advertising
- ◆ Bigger streets signs with different colors by creating their own newsletter for tourists. They will attract people by giving them special deals, flyers, discounts

How can the community work together to create the West Broadway Urban Village?

- ◆ Put petty differences and egos aside

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- ◆ Get involved. Think creatively. Don't settle for anything (any business) that will fill a space, but not serve the community well.
- ◆ By volunteering some of their time to serve the community
- ◆ Just by listening to our hearts, focusing on what is needed to fill the streets. Alvarado in Monterey might be a good thing to study, Lighthouse in Pacific Grove, Ocean in Carmel. Learn from the cities who got it right.
- ◆ Put clean ups together and needs more cleanliness. Better education regarding cleanliness.
- ◆ By keeping it clean and drug-free
- ◆ We can shop there first, before heading to the Del Monte Center.
- ◆ Weekly meetings

Station 3: Urban Design & Community Character

What comes to mind when you think about West Broadway?

- ◆ Thrift shops, auto shops, missed opportunity
- ◆ Industrial-oriented, not people/locals/hangout and meet-people-oriented, very little to attract anyone at night or on weekends
- ◆ Ugly, empty, walking in the dark
- ◆ Fragmented, busy traffic, no focus
- ◆ Vacantness, sadness; love the local businesses; miniature freeway, dangerous fast cars
- ◆ Wrong place for downtown, major thoroughfare. Auto mall should be the focus
- ◆ Not a place to go shopping. About necessity, not for fun
- ◆ Empty, needs more
- ◆ Closed businesses, not inviting, no warmth

What places, businesses or buildings in the West Broadway area are special to you?

- ◆ They've been torn down! Would like to see existing buildings refurbished, when possible (as opposed to tearing down)
- ◆ Starbucks
- ◆ None, everything looks temporary and cheap and boring.
- ◆ Restaurants like Ichi Riki sushi, Porto Nova, taqueria on the corner of Calaveras and Broadway
- ◆ Framing shop (inviting)

Are there things about West Broadway that are important to you and should be saved?

- ◆ Welcoming feel
- ◆ Keep the thrift shops. They serve a good purpose – recycle and good place for students and low-income to shop
- ◆ Want community gardens
- ◆ Nothing

What would you like the West Broadway Urban Village to be like in the next 20 years?

- ◆ Need to have businesses that function early morning and early evening
- ◆ Place where locals can shop, eat, meet, get to know each other, feel a community connection. A unique place to attract visitors, too (not generic/have an identity)

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- ◆ Filled-up businesses on Broadway and Fremont
- ◆ Cleaner area, skate park, bakery, traffic lights, safety for pedestrians
- ◆ Arts, mixed-use, greenery, inviting streets, farmer's market
- ◆ Trees, public market, artist/multi-cultural art shows with music, bringing in the old car shows, murals
- ◆ Tourist area with auto mall as focus
- ◆ Walkable, lighting, activity at night
- ◆ Greener, playgrounds/public space for kids
- ◆ Diversity in restaurants, other multicultural activities

Station 6: Jobs & the Economy

What kind of businesses/services should be located in the West Broadway Urban Village?

- ◆ Art galleries
- ◆ Wants local, not chain eateries
- ◆ Flea market

General comments

- ◆ Businesses should be like downtown Santa Cruz near the theatre
- ◆ Library would be a good anchor
- ◆ Roberts Lake is good draw, but underutilized. Boat race very popular last year
- ◆ Summer concerts in park very popular
- ◆ Tuesday Alvarado market would be good
- ◆ Make area unique, give people a reason to come here, if it's the same as everywhere, no point. Support small local businesses. Give them breaks
- ◆ Right now, most of the businesses seemed to be geared to commercial interests/strictly utilitarian. Not much to attract shopping/lingering/running into people
- ◆ Broadway is sparsely populated and very lonely

Notecard Comments

*"If you guys would build a skate park, it would be sooooo awesome, then I would looooveee U. skaters rule!!
- your friend, skater"*

"It has to look better than Monterey. ☺from: Student?"

"I'd like to see much wider sidewalks; inviting expansion of business and activities outward. Along with that, plenty of space around buildings might be reserved for seating, play, impromptu encounters on lawns or around native plant life. I'd also like to see the traffic lanes dropped down to two or three with reduced speeds and plenty of crosswalks. Otherwise, I think the area will just return to blight, but with newer buildings/facades. If people don't feel safe and welcome, they'll go somewhere else or just stay home. Maybe you could think about diagonal parking, too. Whatever we do, I sure hope that we include trees in the design; lots of big beautiful trees! As far as a theme goes, one thing pretty unique about Seaside is our cultural diversity. Promoting that aspect might help to attract locals to enjoy diverse foods (restaurants, groceries, products or services). 'Seaside, where cultures blend/mix/live in harmony/???'"